

Council Executive Report

Charles P. Potucek, City Manager

August 2016

Highlights

- ➔ Peak hours EMS/ambulance program began in August with 31 transfers as of the 25th. Projections were 40 per month.
- ➔ Planning and Zoning Commission reviewed home based business regulations, determined no changes needed.
- ➔ Grid 3 proactive inspections completed, with 302 cases initiated and nearly 80% already closed. Remaining 60 cases going through abatement process.
- ➔ Campus/Columbo traffic signal project awarded and scheduled to start after Labor Day.
- ➔ Hummingbird Triathlon participation totaled 60, down from previous years. Increased competition impacting event.





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City Manager's Message

On behalf of the City staff, I would like to congratulate Council Members Calhoun and Gray on their reelection, and welcome Council Member-elect Wolfe to the City team. We look forward to continuing our work with the existing Council and transitioning to the new Council in January. My staff will be reaching out later this month to try to get some dates solidified for your strategic planning session in late February/early March. I know how difficult it is to set aside two full days, so we want to make sure you have plenty of advance warning.

There are a number of other updates to provide you with for the month of August.

-  The Spotlight Breakfast was once again very well attended this year, and feedback has been very positive. Kudos to the Marketing and Public Affairs Team for an excellent job preparing for the event, in spite of the electrical challenges and failing coffee maker that morning!
-  The Mayor and I have attended several meetings recently regarding City strategy to address federal reserve water rights for the Upper San Pedro basin with our attorneys and partners.
-  Mary Jacobs is finalizing details with Cochise County regarding the Balmer settlement in Fry. The remaining issues have to do with evaluating and addressing title encumbrances on properties that the City will obtain through the agreement before taking it to the Bankruptcy judge. We hope to have those issues resolved within the next few weeks and get the item calendared on the Court docket soon.
-  The Board of Supervisors made a final decision in August to increase the tipping fees at the regional landfill to the recommended amount of the Rate Review Board, which is \$64.50. While this reflects an increase of \$4 per ton, it was necessary to remove the

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Sep 6, 3:00 PM - Work Session

- Economic Development and Tourism Update
- Options for West Sierra Vista Partnership Program

Sep 8, 5:00 PM – Council Meeting

Sep 12, 3:00 PM – Special Meeting (City Manager's Conf Room)

- Executive Session - Personnel

Sep 20, 3:00 PM - Work Session

- Review of West End Mural Project
- UA Cyber Program Update

Sep 22, 5:00 PM–Council Meeting

Other Meetings and Events

Sep 5 – City offices closed in observance of Labor Day

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substantive subsidy the County was making to operate the landfill and the various transfer stations across Cochise County. The Public Works department has already reduced a commercial route to accommodate the changes in multi-family customers, and they will continue to evaluate ways to increase efficiencies where possible. In addition, we have included in the current budget funds to conduct a rate study for both sewer and refuse. We expect to provide the Council with recommended fee changes in the early spring.



My staff is developing a completely revamped Capital Improvement Program (CIP) process under the leadership of our new City Engineer, Jing Luo. It has been a number of years since we have reviewed the process, and Jing's experience and background will assist us in a fresh look at all capital assets and future capital needs. The review and evaluation will take the next 14 months, with an interim CIP that will be presented during the next budget cycle. Involvement of the CAC is being incorporated appropriately. After that, it will be well structured to be completed by January or February of each year to help inform the budget development.



The Council requested a summary of upcoming work session topics, which are as follows:

- Review of public art mural project on West End - Sept. 20
- Presentation by UA South on Cyber Program - Sept. 20
- Presentation on Veterans Memorial Park proposal funded by the Sierra Vista Veterans Memorial Improvement Foundation - Oct. 11
- Review of Procurement Code overhaul - Oct. 11
- Review of Upcoming Strategic Planning Process - Oct. 25

As always, if you have any questions regarding anything in this report, please don't hesitate to contact me.

Chuck Potucek, City Manager

Police Department

FY2016-FY2017 Strategic Plan Update

The Sierra Vista Police Department's vision statement reads "The Sierra Vista Police Department sets the standard for professional law enforcement agencies through exceptional performance and quality community services." To achieve this vision, the department has developed a two-year strategic plan that complements the council's strategic plan by focusing on two critical success factors: efficient and accountable city government, and a safe and welcoming community. The department has identified three major law enforcement outcomes that affect these two critical success factors: 1) community safety and security; 2) community perception of safety and security; and 3) community confidence, trust, and satisfaction. These outcomes are achieved through the department's four strategic focus areas: community confidence & partnerships; human resources; productivity; and physical resources & technology.

The department passed the half-way point of the current plan in July of this year and has made significant progress toward the goals identified in each strategic focus area. This report serves as an update to the council on progress made in each area.

Community Confidence and Partnerships

Goal 1: Increase the community confidence in, and maintain the support of, the police department in order to fulfill the legitimate expectations and values of the community.

Objective: Increase department participation in events that foster positive relationships with members of the community by conducting two (2) yearly police department community forums beginning in 2016 and two (2) yearly animal control open houses beginning in 2015.

In July 2016, Chief Thrasher and Sheriff Dannels participated in a forum with pastors of local churches regarding the recent national trend regarding police-community relations. The purpose of the forum was to develop understanding between law enforcement and the community regarding law enforcement policies and practices. The forum was extremely beneficial to both sides to help prevent national issues affecting our local area. A second follow-up forum, which will be open to the public, is being planned for September 24, 2016, at the police department. The exact time is still in the planning process.

Objective: Implement various public awareness campaigns that foster increased interaction between the department and the community.

The department has been actively supporting the Buena High School CTE Criminal Justice program. In the spring of 2016, the department and CTE program jointly conducted Camp SPOC with criminal justice students. This was an overnight academy-like training program that exposed the students to law enforcement training and scenarios.

Objective: Research and report on new department and individual employee performance measures that will increase overall effectiveness and maintain community confidence in the department. Report due by May 31, 2016.

This objective is still in progress. The department is currently working with the city's human resources department in determining the best format for implementing a more effective performance evaluation system.

Goal 2: Enter into mutually beneficial partnerships that are designed to increase public safety and enhance the quality of life in the community.

Objective: Throughout the year partner with the Cochise County Sheriff's Office, area schools, and area businesses to provide active-threat training throughout Sierra Vista and Cochise County.

The A.L.I.C.E. training program taught in partnership with the Cochise County Sheriff's Office has been highly successful. Nearly every school district in the county has completed the training and adopted the A.L.I.C.E. principles. In fact, the schools in the Sierra Vista Unified School District have signs posted indicating they are A.L.I.C.E. certified schools.

Objective: Throughout the year participate with community partners in the development of a family advocacy center in Cochise County.

The department is an active participant with the family advocacy center with Lieutenant Chris Hiser serving as secretary on the board of directors. Lieutenant Hiser has been instrumental in guiding the board through its first strategic planning process.

Objective: Throughout the year identify and explore options for further partnerships with other local law enforcement agencies to provide for the most efficient use of resources.

The Sierra Vista Police Department Tactical Unit and Cochise County Sheriff's Office SWAT Team are conducting periodic joint training sessions to maximize resources, both human and physical. Additional invites have been extended to the Fort Huachuca Special Response Team to further assist them in responding to tactical situations.

In addition, the Tombstone Marshall's Office is currently participating in the police department's firearms training program. Invitations have also been extended to Huachuca City, Benson, Bisbee, and CCSO for mutually beneficial training in law and legal topics. This training collaboration will assist local agencies in keeping current on the latest case law in law enforcement and in meeting AZPOST standard to maintain certification.

Human Resources

Goal: Maintain the highest standards in the recruitment, selection, and retention of police department personnel, while also providing for the highest level of police services.

Objective: Establish a department-wide recruiting team that will assist the department recruiter at recruiting events, and college presentations, and in making contacts with community members in an effort to increase the number and quality of all department applicants. Due December 31, 2015.

The department has formed a recruiting team that has travelled to multiple colleges in an attempt to recruit quality recruits. The team has made presentations at the criminal justice programs of Cochise College, Pima Community College, Eastern Arizona Community College, and Arizona Western Community College. The team makes presentations at these colleges every semester.

Objective: Develop and implement a department-wide cross-training program to ensure continuity of operations by June 30, 2017.

The department is developing a "critical task list" to identify those position-specific tasks critical to the operation of the department should the primary supervisor become unavailable for any period of time. This list will include the primary supervisor identifying the position and back-up position most appropriate to learn the mission-critical task for cross-training purposes.

Productivity

Goal: Maintain an annual department Uniform Crime Report Clearance Rate of not less than 30% and a recovery rate for stolen property of not less than 35% by promoting activities and programs that improve efficiency.

Objective: Develop and implement a formal investigations training program for all officers that focuses on crime scene investigation, follow-up investigation techniques, and case management by June 30, 2016.

Lesson plans have been formulated for classes related to crime scene investigations, follow-up investigative techniques, and case management. These classes will be scheduled for officer in-service training throughout the year, with the crime scene investigation class occurring at the department's September training.

Objective: Implement a formal case review process to ensure cases are fully investigated and properly cleared, and recovered property is documented properly by June 30, 2016.

A departmental review team was established with its primary responsibility to ensure cases are being investigated properly. This includes proper documentation of UCR statistics, crime trend data, and officer productivity, as these statistics are only as accurate as the data being entered. The focus of these meetings has been to review any issues each member noted over the previous month and to determine if each issue is specific to an officer or instead a systemic matter requiring agency-wide attention. Since its inception, the team has addressed issues related to property entries (stolen/recovered), juvenile referral protocols, and expectations of patrol officers on fraud investigations referred to the Property Crimes Unit.

Goal: Reduce the impact of negative traffic behaviors on the community.

Objective: Develop and implement an integrated traffic safety campaign to educate the community regarding traffic safety and enforce traffic laws regarding the behaviors that cause the most accidents in the community. Campaign plan due December 31, 2015, with implementation due June 30, 2016.

The department is working closely with the city's marketing and public affairs office to develop public service announcements in the form of videos, social media posts, and informative articles for various local publications. In addition, the department is partnering with the Department of Public Safety and the Cochise County Sheriff's Office in a multi-agency traffic enforcement campaign. Each deployment will focus on a specific area of the greater Sierra Vista area where the agencies are experiencing a high rate of traffic violations. The first three-hour deployment occurred in June along the State Route 92 corridor and resulted in 42 traffic stops for various traffic violations.

Physical Resources & Technology

Goal: Increase efficiency by promoting the timely development/acquisition of police equipment and technology.

Objective: Research and implement a department-wide body-camera program. Initial program plan due by July 31, 2016, with implementation due December 31, 2017.

The department is moving forward with the purchase of body-cameras through a cooperative purchasing agreement with the Tucson Police Department. The department will be purchasing 60 TASER brand body-cameras through the department's RICO funds. Storage of the body-camera footage will be through the cloud-based Evidence.com. Cloud-based storage has become the accepted norm for law enforcement agencies. Additionally, the department's current Tasers will be upgraded as part of the purchasing agreement. The department is currently finalizing policies and procedures regarding body-cameras and will be working with the Cochise County Sheriff's Office to ensure one policy standard between the two agencies. The use of body-cameras will be a topic of discussion at the previously mentioned community forum in September.

Objective: Continue to explore options related to the development of a Regional Communications Center.

Cochise County has purchased a building in Sierra Vista for the site of the regional communications center, and the county and city have entered into a memorandum of understanding regarding the planning for the center. Architectural design has been completed and remodeling should begin in the next couple of months. The city and county are planning in earnest regarding the intergovernmental and operational agreements. Projected opening is now tentatively planned for the summer of 2017.

Objective: Prepare a yearly report on emerging technology and equipment that will assist the Department in providing efficient and innovative police services to the community. Report due by December 31 of each year for budgetary consideration.

The objective has been completed with updates occurring several times during the year. Multiple items of equipment and technology have been identified as useful however costs can be prohibitive. As a result, the department is examining each of these items using four criteria:

1. What are the department's operational needs and what impact will the equipment or technology have on those needs?
 - a. Will it make members' jobs safer?
 - b. Will it make members' jobs easier and more productive?
 - c. Will it enhance members' morale?
 - d. Will it increase the quality of the department's services?
 - e. Will it expand the department's level of service?
2. How frequently will the technology be used and to what impact?
3. How much training is required for officers to properly use the equipment or technology?
4. What costs are associated with the operation and maintenance of the equipment or technology?

The department's first priority regarding emerging technology is to implement the department-wide body-camera program.

Fire and Medical

Communications/CARE/Public Education

Fire & Medical are constantly working to improve how we dispatch our rigs and personnel, so we are continually monitoring our dispatch procedures and deployment to ensure we are getting the correct and important information out to our responding apparatus. We continue to research and pursue our needs concerning the future regional communications center.

The busy time of year begins for public education and EMS stand-by with BHS football, Art in the Park, and annual fire prevention week activities, all of which will kick off in September.

Training

It has been a busy month in fire and EMS training. 45 personnel were put through 9 hours of defensive firefighting tactics, which focus on situations where interior firefighting is not possible or warranted, and therefore exterior tactics must be employed. 25 personnel were also sent through 16 hours of command training simulation activities; each person is tasked with commanding a challenging incident that requires multiple apparatus and, usually, changing conditions that will require alternating strategy and/or tactics. Finally, we had 30 members attend 8 hours of EMS continuing education requirements.

As we have no formal training academy for new hires, we implemented a monthly probationary training program to support the probationary task book (PTB) that is required completion for each new employee. This program came about through a suggestion by one of our more senior firefighters to provide a training environment for rookies that will be structured, challenging, and informative. It will also provide the support, reinforcement, and camaraderie that is important to new personnel when they enter the fire service.

EMS

Peak-hours ambulance (M363) began running on August 1st. Through August 25th, the rig has taken 31 transports, which is within our estimate of 40 per month. The unit has taken a load off the other ambulances in the system and plays a vital role in maintaining service within the city limits.

We made arrangements with Canyon Vista Medical Center (CVMC) to provide an ambulance and personnel to move patients from the hospital to the outpatient surgery over Labor Day weekend as they rebuild their operating room floors. We will have one person at the hospital (paid for by CVMC) 24 hours a day from September 2-6.



Other Notes

- The patient transport engine (PTE) specs came back from Pierce, were reviewed by our personnel and fleet, and have been sent on to procurement. Our original estimate was \$850,000, without equipment, and this quote came in at \$865,000 (budgeted for \$1M). Build time is estimated at between 9-11 months. Procurement is finalizing details with Fleet in Public Works.

Community Development

Planning & Administration

- On August 16, 2016, the Planning and Zoning Commission held a work session to consider citizen input on the City's home-based business regulations. Currently, there are 375 active home based businesses in the City. In the past year, the City has received seven complaints. The Commission unanimously concluded that the existing regulations adequately protect and preserve the residential character of neighborhoods and that complaints be handled through the code enforcement process.
- At the same meeting, the Planning and Zoning Commission considered proposed amendments to the City's Code of Ordinances establishing use permissions and permitting procedures for modifications to existing improvements inside public rights-of-way and easements. Staff has incorporated the Commission's feedback into a revised ordinance and will schedule this item for City Council consideration on September 22, 2016.
- Staff has drafted a Master License Agreement for allowing wireless communication facilities to be installed in City rights-of-way, as there have been several inquiries by firms interested in using ROW for this purpose. The Draft Agreement is under review by the City Attorney. Staff anticipates a final draft to be presented to the City Council in October.
- Staff is in the process of consolidating existing volunteer adoption programs (streets, parks, multi-use paths) under Community Development, and organizing a community clean-up event for the morning of September 17, 2016.

Building & Inspection Services

Year to date, the City averaged 94 permit applications per month. In August, the Staff processed 99 permits requiring 201 inspections and worked on the following projects:

Plans Under Review:

- A & H Body Shop - Remodel - 4533 N. Commerce Drive B
- Cochise County Joint Communications Facility - Remodel - 1728 Paseo San Luis
- St. Vincent de Paul - New carport - 200 Myer Drive

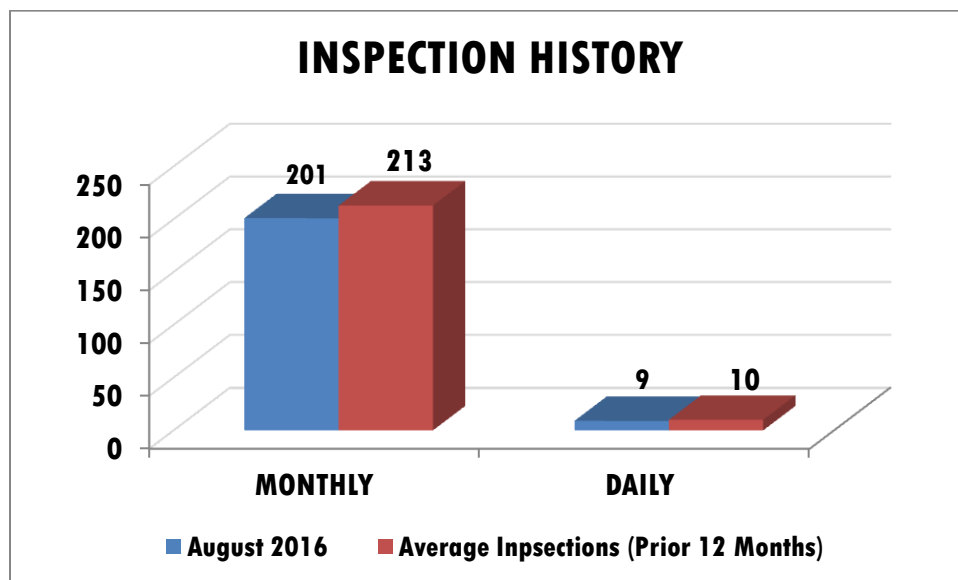
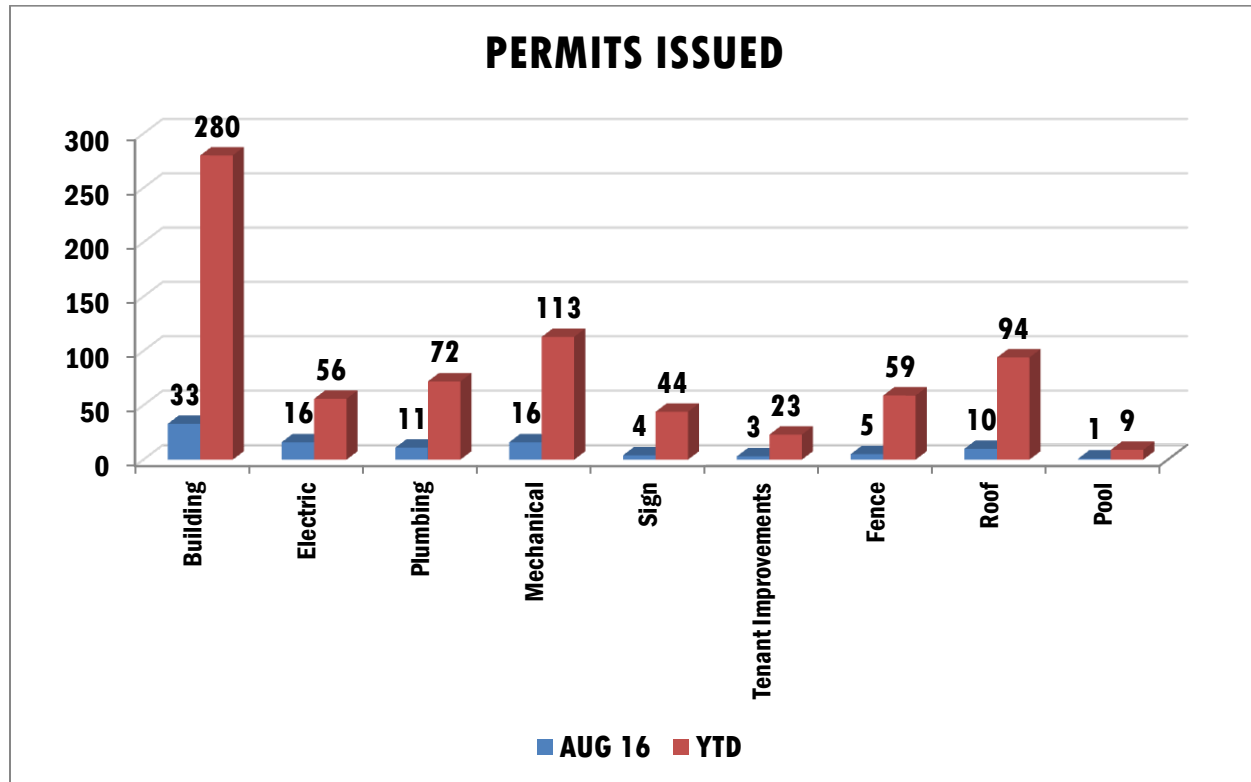
Current Projects Under Construction:

- A & H Body Shop - Remodel - 4533 N. Commerce Drive B
- Arizona Auto & Radiator Repairs – Tenant Improvement – 1255 E. Fry Blvd
- Arizona Auto Spa – New Construction – 3850 Martin Luther King Jr. Pkwy
- Chiricahua Community Health Services – Tenant Improvement – 155 Calle Portal 600
- Factory Auto Part Store – Tenant Improvement – 1255 E. Fry Blvd
- Hatfield Funeral Home – Tenant Improvement – Office for Animal Crematory
- Immanuel Lutheran Church – Fellowship Hall Addition – 2145 S. Coronado Drive
- Jack Furrier Tire & Auto Care – Repairs from Car Accident – 3350 E. Fry Blvd
- Lawley Honda – Tenant Improvement – 3200 E. Fry Blvd.
- Little Caesars – Tenant Improvement – 55 S. Hwy 92 Suite C
- Mountain View Gardens - Remodel - 3477 Rodeo Drive
- Mountain Vista Apartments – Patio Repairs – 4400 E. Busby Drive
- Pioneer Title Agency - Adding Fire Wall - 2700 E. Fry Blvd A09
- Southwest Gas – New Construction – 4411 Industry Drive

- Target - Solar Panels - 4151 E. Hwy 90
- The Salvation Army – New Construction – 180 E. Wilcox Dr.
- Trimz Salon - Remodel - 439 N. Hwy 90 E
- Vanilla Space - Remodel - 1939 Frontage Road

Projects completed:

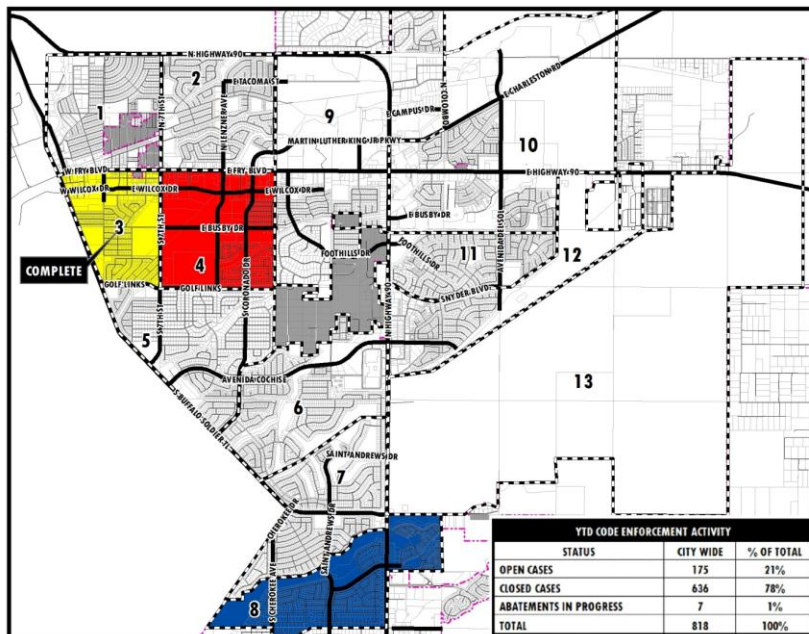
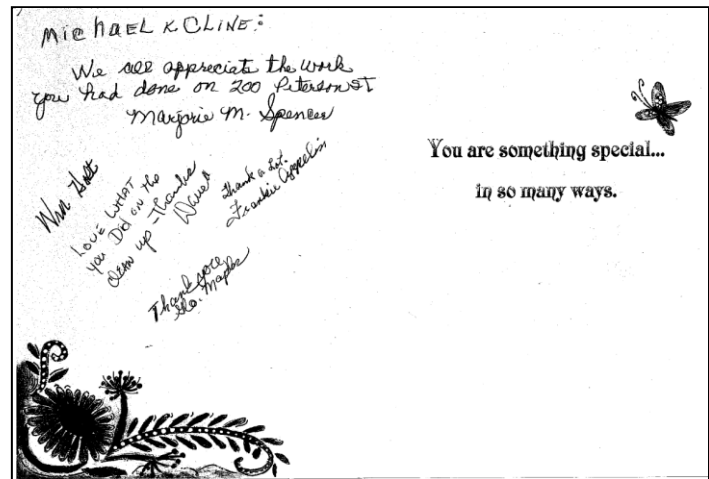
No projects were completed in August.



CONSTRUCTION TYPE	NEW CONSTRUCTION	
	AUG 2016	YTD
SINGLE-FAMILY UNITS	5	43
SINGLE-FAMILY ADDITIONS	0	7
COMMERCIAL (SQ. FT.)	0	0
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT.)	0	0
OFFICE (SQ. FT.)	0	0

Code Enforcement

- Staff continues to implement the Registration and Maintenance Program for Vacant Properties. To date, 101 bank-owned properties have been registered with the City (15 new applications were received in August).
- Proactive inspections within Grid 3, initiated on May 23, 2016, are complete, resulting in 302 cases of which 239 (nearly 80%) have been closed for compliance. The remaining 60 open cases will proceed through the abatement process.
- Proactive inspections within Grids 4 and 8 were initiated at the end of August and are scheduled to continue through October.



Community Involvement

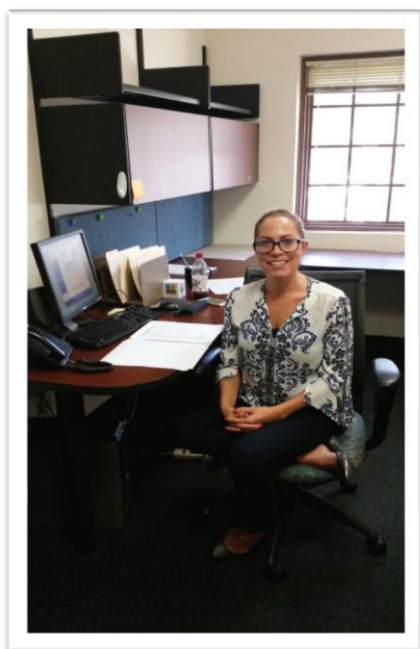
- On August 13, 2016, Community Development Staff coordinated a volunteer group from The Church of Jesus Christ of Latter Day Saints who helped install trail signs along Garden Canyon Linear Park, pick up litter and debris, and remove desert broom. They also provided service to the Animal Control Shelter.

Leisure and Library

July Dashboard

Library circulation	30,149	Total Monthly revenue	\$136,733
Library program attendance	1,279	Leisure class/program participation	29,322
Library patron count	15,388	Facility/field/room rentals	15,037
New library cards	319	Library meeting room use	79 groups

New PT Recreation Coordinator – Health & Wellness



Leisure & Library Services was pleased to welcome Alicia Katz this month as its new Recreation Coordinator focusing on health and wellness. Alicia's position is funded by a grant received from the Legacy Foundation. She hit the ground running with a full schedule of assignments already!

In her first week of work, Alicia entered a letter of intent to the Legacy Foundation for grant funding to support the Sierra Vista Be Healthy! health advisory committee to provide more Community Facetime events. These neighborhood sessions will be events to seek input from residents on their health concerns. These concerns will then be considered by SV Be Healthy for implementation.

Next, Alicia is working on fulfilling the last goal of Let's Move regarding Early Child Education providers, assisting with the Bike Friendly Community application, and managing the administrative tasks of SV Be

Healthy. Her position fulfills a significant need in addressing health and wellness issues for the community, and promoting a healthy and active lifestyle to the community.

Youth Commission participates in AZ League of Cities Conference

Five members of the Youth Commission attended the annual Youth Summit at the Arizona League of Cities conference this month. Commissioners put together a poster displaying projects they've worked on this year, including the "Power up!" Teen Leadership Conference they provided assistance on. Motivational sessions interested the commissioners in topics such as: listening to your true self, using humor in everyday situations, and powerful tools to enhance self-confidence. This year's Youth Summit was particularly engaging and full of laughter!



Hummingbird Triathlon

The 16th annual Hummingbird Triathlon was held on August 20 with 60 individuals competing and 18 teams. Although slightly below the target registration numbers, staff decided to go ahead with the event. Two of the teams were from Mexico, and about 5-6 participants from out of town entered the race. The triathlon even received its first staged wedding proposal as the boyfriend of one of the winners proposed as she accepted her award with friends holding letters spelling "Marry Me."



Photo by Cat Owen



A few things may have hurt registration for the triathlon this year, such as the Steelhead Triathlon not occurring at Fort Huachuca. It's thought the Hummingbird benefited from the Steelhead as a number of spectators would decide to try a triathlon. The timing of the Hummingbird was then right to take advantage of the circumstances.

Over the past two years, some excellent feedback has been received regarding improving the Hummingbird. With new sports staff starting work just weeks before the triathlon, there wasn't much opportunity to improve this year. But stay tuned for a new, improved version in 2017!

September Events

Sept 1: Digital Device Drop-in, 2:00pm, SVPL

Sept 1: Adult tennis lessons begin, OYCC

Sept 2: Family Movie Night, 4:00pm, SVPL

Sept 3, 17: STEAM Saturdays, 11-12pm, SVPL

Sept 4: Fall Masters Softball League begins

Sept 7: Youth tennis lessons begin, OYCC

Sept 8: Dine a Night, 4:30pm, Manda Le

Sept 9: Sean's GURP Role Playing Night, 7pm, Teen Center

Sept 9-10: Oktoberfest, VMP

Sept 10: Fall Start Smart Sports Camp begins, 8-9am, Rothery Ed. Center

Sept 13: Tuesday Talks: Frank Lloyd Wright, 1pm, SVPL

Sept 16: Library After Dark: Laser Tag, 8-9:30pm, Teen Center

Sept 17: Apple Annie's trip, 8-3pm, EBC

Sept 18: Diamondbacks trip, 9am-9pm, EBC

Sept 21: Cancer Resource Workshop, 10-12pm, EBC

Sept 24: Gaming Night with Nachos, 7pm, Teen Center

Public Works

Parks and Park Facilities

Cove Repairs. The main pool at the Cove has two sets of pool heaters, and either one running independently is sufficient to maintain the temperature of the water. Unfortunately, both sets of heaters failed within days of each other. Since the breakdown occurred during the summer months, the Cove was able to remain open albeit with water temperatures in the main pool that were cooler than usual. Both sets of heaters have since been repaired, and the water temperature has returned to normal. The heaters that failed were the original ones installed with the building, so the new heaters are expected to last approximately 15 years.



Sports Fields. The Parks Maintenance Section is busy preparing for the fall soccer season. Soccer fields were being laid out starting the week of August 8th and will be completed by September 6th when the Eddie Cyr soccer fields re-open. Soccer tends to cause the condition of the grass to degrade more quickly than other sports, but the addition of a deep tine aerator to the City's equipment inventory should help. The deep tine aerator keeps the field from becoming compacted in areas of heavy use, which in turn helps to promote deep and healthy root growth. The deep tine aerator arrived at the Pete Castro Center on August 25th and is expected to be placed into service within two weeks. The timing is good because soil conditions are still very favorable due to the monsoon season.



Dog Park. The large dog park at Tompkins Park will re-open on Friday, September 9th. Several improvements were made during the shut-down, including installing a 4-foot strip of decorative gravel around the ramada, replacing the benches, filling holes, and over-seeding and top-dressing the grass. A couple of piles of topsoil and shovels have also been added to the inside of both dog parks, and signs will be installed in the near future to encourage dog owners to fill any holes made by their dogs. The initial response has been good, and quite a few people are chipping in to help.

Vandalism. Unfortunately, vandalism has returned to the west end parks, particularly Len Roberts and Eddie Cyr. The inside of the bathrooms at Len Roberts were heavily tagged in late August, and the bathrooms had to be closed to be repainted.

Engineering Projects



Campus/Colombo Traffic Signal. Bids were opened in August for a new traffic signal at Campus and Colombo, and the low bidder was AJP Electric. Total project costs are anticipated to come in below budget. At the request of Cochise College, the start of the project is being delayed until after the Labor Day weekend in order to avoid the initial rush that accompanies the start of the fall semester. Since critical components were ordered and received by the City in advance of the bid, work will be completed quickly after construction begins. Total construction time is expected to be about 30 days.

Street Maintenance

Yard Repairs. Streets worked collaboratively with several other sections this month to do a major clean-up at the old City Public Works Yard on North Avenue. The yard, located between the demolished animal control facility and Eddie Cyr Park, was the site of the City's original wastewater treatment facility and has been completely abandoned since recycling was moved to the County Transfer Station several years ago. Master Plans of the area ultimately have Eddie Cyr Park expanding south to include the area occupied by the former yard and animal control facility, but without funding in the near future, the focus is on keeping the yard in a reasonable condition until it can be demolished.



Fleet Services

New Vehicles. With the start of the new fiscal year, Fleet has been very busy ordering vehicles that were approved as part of the new budget. Some of the vehicles such as a fire trucks, refuse trucks, and transit buses are specialty items that will take 9-12 months to arrive, so ordering them as soon as possible is essential to make sure that they arrive prior to June 30th of 2017. However, some pieces of equipment have already started to arrive, including the deep tine aerator noted above and a new backhoe.




Airport

Taxiway G and J. Bids opened on July 26th for pavement repairs to Taxiways G and J, and the low bidder was Granite Construction Company. The total project cost is about two million dollars and will largely be paid for using federal aviation grants. The FAA is currently preparing the official grant offer, and the project is expected to begin construction within about 30 days. Construction is anticipated to take approximately 3 months, weather permitting.

Transit

Staffing. Several part-time positions are still being advertised at Vista Transit, but a few of the positions have been filled. The new staff is already making an impact, and we are happy to have them on board!

Trends. The operations reports for the last quarter are included below, but in general, both ridership and revenue are showing downward trends over both the previous quarter and year.

<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: right;"> Vista Transit Operations Report Fiscal Year 2015/2016 Comparison to Previous Quarter </div> </div>						
Ridership	Apr-16	May-16	Jun-16	Average / Month	Previous Quarter	Percent Change
Passengers	6,864	6,658	6,294	6,605	6,844	-3.48%
Transfers	5,297	5,042	4,746	5,028	5,341	-5.85%
Para-Transit	712	659	673	681	718	-5.11%
Total Ridership	12,873	12,359	11,713	12,315	13,220	-6.85%
Mileage						
Fixed Route	13,595	13,350	13,939	13,628	13,235	2.97%
Para-Transit	4,134	3,723	3,585	3,814	4,157	-8.24%
Deadhead	1,446	1,434	1,368	1,416	1,416	0.00%
Total Miles	19,175	18,507	18,892	18,858	18,808	0.27%
Hours						
Fixed Route	1,114	1,097	1,146	1,119	1,086	3.01%
Para-Transit	524	524	440	496	517	-4.06%
Total Hours	1,638	1,621	1,586	1,615	1,603	0.73%
Revenues						
Fixed Route	\$ 6,872	\$ 6,685	\$ 6,474	\$6,677	\$ 6,988	-4.45%
Para-Transit	\$ 1,424	\$ 1,318	\$ 1,346	\$1,363	\$ 1,436	-5.11%
Total Revenue	\$ 8,296	\$ 8,003	\$ 7,820	\$8,040	\$8,424	-4.56%



Vista Transit Operations Report
Fiscal Year 2015/2016
Comparison to Previous Year

	G20 2014/2015				G21 2015/2016				Change Since
	Apr-15	May-15	Jun-15	Avg.	Apr-16	May-16	Jun-16	Avg.	2015
Ridership									
Passengers	8,006	6,989	8,027	7,674	6,864	6,658	6,294	6,605	-13.9%
Transfers	6,263	5,291	6,162	5,905	5,297	5,042	4,746	5,028	-14.9%
Para-Transit	756	728	792	759	712	659	673	681	-10.2%
Total Ridership	15,025	13,008	14,981	14,338	12,873	12,359	11,713	12,315	-14.1%
Mileage									
Fixed Route	13,624	12,553	13,650	13,276	13,595	13,350	13,939	13,628	2.7%
Para-Transit	3,406	3,138	3,413	3,319	4,134	3,723	3,585	3,814	14.9%
Total Mileage	17,030	15,691	17,063	16,595	17,729	17,073	17,524	17,442	5.1%
Hours									
Vehicle Service	1,135	1,039	1,139	1,104	1,114	1,097	1,146	1,119	1.3%
Para-Transit	398	362	398	386	524	524	440	496	28.5%
Total Hours	1,533	1,401	1,537	1,490	1,638	1,621	1,586	1,615	8.4%
Revenues									
Fixed Route	\$8,171	\$7,235	\$8,313	\$ 7,906	\$6,872	\$6,685	\$6,474	\$6,677	-15.5%
Para-Transit	\$1,512	\$1,456	\$1,584	\$ 1,517	\$1,424	\$1,318	\$1,346	\$1,363	-10.2%
Total Revenue	\$9,683	\$8,691	\$9,897	\$ 9,424	\$8,296	\$8,003	\$7,820	\$8,040	-14.7%

Economic Development

Recent Wins



Broxton's Coffee – The Economic Development (ED) team attended the Broxton's Coffee Grand Opening on August 5th. After opening, the ED followed up with the owner who reported a 400% increase in sales over his monthly average at the old Cochise College kiosk location. ED had originally worked with George Broxton regarding questions during the permitting process. We continue to work with the owner and Arizona@Work to screen candidates for barista positions and an assistant manager.

Arizona Auto Spa – The Small Business Office (SBO) is in close contact with Michael Blitch, the area manager of the soon to be opened Arizona Auto Spa. Mr. Blitch is relocating from Tucson to Sierra Vista in September. Once the carwash passes final inspections, he will hire and train up to five hourly employees. He will also start the evaluation process to train a permanent manager for Sierra Vista. The SBO has scheduled interviewing sessions with Arizona@Work to help source candidates.

Retention and Entrepreneur Efforts Mayor's Visitation Program (MVP)

Since January 2016, the MVP has met with 17 companies that serve Sierra Vista. MVPs provide a direct line of communication between businesses and City Hall staff. Business leaders have used the MVP to communicate several opportunities where city departments can help local businesses. The city has taken action to improve landscaping, reduce loitering, address traffic hazards, and assist businesses with a variety of concerns. So far, the Mayor and his staff have visited the following employers:

Sierra Vista Mall	Allsource Global Management	American Southwest Credit Union	Marriott International
ACE Hardware	Canyon Vista Medical Center	Sierra Toyota	Big O Tire
Mr. Fix It	Chiricahua Community Health Centers, Inc	Sierra Remodeling	Sulphur Springs Valley Coop
Northrop Grumman	Monty's Motors	Gateway Studios Hotel	NAPA Auto Parts
ManTech International Corp.			

On August 9th, the MVP team visited **NAPA Auto Parts – Sierra Vista**. The team met with Sean Lawley and Justin Denzer at the NAPA store located at 4880 E. Mediterranean Drive. Mr. Lawley introduced six of staff



members who have contributed in keeping the Sierra Vista location ranked in the top five stores in the Arizona region. Mayor Mueller updated Mr. Lawley on the upcoming programs the city is working on to promote community engagement and retention. Marcus Johnson explained how Lawley employees could take advantage of the down payment assistance programs offered by our local lenders to purchase a home. Mr. Lawley was very receptive to sharing the programs with his staff, not only as a benefit, but to support economic development efforts.

ManTech

International Corporation®

On August 18th, the MVP team visited **ManTech International Corporation** at the Joint Informational Test Command (JITC) on Fort Huachuca. ManTech is a 48 year old, multi-billion dollar public company that supports more than 50 different government agencies under 1,000 active contracts. ManTech has a global workforce of 7,200 that supports 50 different agencies. ManTech employs 70 people at Fort Huachuca; approximately 50 of these employees live in Sierra Vista.

Mayor Mueller and the ED team met with Wallace Ricks, Senior Vice President, and his senior staff at the JITC on Fort Huachuca. The ED Team shared progress on ED initiatives including cyber security development, programs to encourage homeownership, and training and hiring local candidates.

Business of the Month Recognition

Mayor Mueller honored The Bread Basket as the Business of the Month for August 2016. Mayor Mueller mentioned that visitors from all around come to dine at the restaurant which has become a Sierra Vista attraction. The focus on customer service and providing only the best desserts has earned The Bread Basket multiple five star reviews. Recent online reviews include:

Great for coffee and pastry *"We had the apple pastry with and it was superb."* – **mmorgida from Waco, Texas**

Charming and Friendly Place *"This is a great place for sandwiches and soup for lunch time."* – **Skyscape049 from Sierra Vista**

Black Forest Cake – *"People will always remember our black forest wedding cake that was made from scratch at the Breadbasket. Breathtaking and SO DELICIOUS!"* – **Bill N Steph B**

Mayor Mueller also thanked Michelle and Peter Bobke for their consistent community engagement and assistance in creating City of Sierra Vista marketing materials.



Highlighted Partnerships – Neighborhood Assistance Corporation of America

Many employers in Sierra Vista say they struggle to attract and retain skilled workers. To solve this problem, some companies are returning to offering housing assistance for key employees.



Companies like Facebook want to keep its workers close to the office, so they offer workers \$10,000 or more as an incentive to move within 10 miles of the company's HQ. This might not be feasible for Sierra Vista small businesses; however, help is available. Arizona has nine programs to assist buyers with purchasing homes.

The **Neighborhood Assistance Corporation of America (NACA)** hosted a workshop to promote insight to advantages of responsible homeownership

on August 6th. NACA offers a down payment assistance program that allows buyers to purchase a home with zero closing costs, no fees, and no down payment that local employers can share with employees which may motivate home purchases and ultimately increase retention. Workers who want to purchase homes can take advantage of low interest rates and modest prices in the area.

When workers buy homes the whole community benefits from the economic and social

engagement. Workers who turn into home owners tend to stay in communities where they purchased their house, so local businesses can retain talent and benefit from an established workforce. The ED team continues to share these programs at every employer engagement to increase awareness and help the local housing market.

Upcoming events

Defense Contractor Update

September 15 @ 7:00 am - 8:30 am
Mona Bishop Room, Sierra Vista Library. Col. James W. Wright is our keynote speaker. Will have updates on the UAS' new Academic Center of Excellence.

Sierra Vista Job Fair

September 21 @ 10:00 – 2:00 PM
Cochise College Sierra Vista Campus – Student Union, 901 N. Colombo Ave. Building 1000

Arizona @Work Hire A Vet Job Fair

September 22 @ 9:00 AM
Ft. Huachuca – Thunder Mountain Activity Centre

Good Morning Sierra Vista (GMSV)

The next GMSV is scheduled for Thursday, October 7, 2016, from 7:00 – 8:30 a.m. Congresswoman Martha McSally will be the keynote speaker.

Initiatives

Promotion of City

With the Council approval of the budget, the ED Division has begun working with an agency that will assist in promoting the city as a viable location for business. Efforts have started to get Sierra Vista mentioned in publications, both print and online. The initial target market consists of brokers, developers, and site selectors within Arizona. Key messages will include cyber efforts, workforce availability, and quality of life.

SV Millennials

The Millennials third gathering was a game night on August 24nd at Hoppin' Grapes. The Facebook page continues to attract followers. The group is planning to have a Halloween celebration to encourage more area young professionals to engage with the group. Six Millennials have stepped up to take on planning and marketing activities and increase participation. Additionally, staff has linked them to another young professionals group in Tucson.

New Tools

The University of Arizona Eller School has launched their MAP (Making Action Possible for Southern Arizona) program. The website provides all type of interactive data and statistics that can be customized for your own

use. Additionally, users can evaluate particular regions and compare them to other community's data. You can find out more about the MAP at <http://mapazdashboard.arizona.edu/about>.

July 2016 Ombudsman Activities	Number of Business Contacts
Partner Referrals	29
SBDC	6
EDF Loan Program	0
Chambers	15
ED Website	8
Workforce Development	5
Marketing / Advertising	8
Education	2
Finance / Capital	0
Site Selection	0
Ombudsman Consultations	8
Total	52

Marketing and Public Affairs

Community Engagement

Public Affairs. The City's annual Spotlight Breakfast again served as a launching pad for several of the City's new engagement tools. The 172 people in attendance were the first to hear about the City's newly redesigned website and Bike-Friendly Business program, pick up "Proud Partner" business window decals, use and take home a branded coffee mug, as well as learn about the progress the City has made in the past year, with special emphasis on economic development and tourism efforts.

Redesigning the website was a five month-long process. Using the same template that SierraVistaAZBusiness.com was built on, the new site takes the City one step closer to full brand implementation and consistency across all websites.



The Bike-Friendly Business program is the first of its kind in Arizona. This program invites businesses to offer services that bicyclists (especially touring bicyclists) are seeking, such as water bottle refills, repair kits, and tire pumps. Businesses who pledge to provide as few as five specific services are eligible for inclusion in the program. Those who are participating are included on the City's website at no cost.

Tourism. Division Manager Judy Hector presented to community leaders at Good Morning Sierra Vista on August 4, sharing the City's tourism marketing strategy and current efforts.

Public Affairs

Communications Projects. Major projects included preparation and execution of the Spotlight event. Although a lightning strike caused some problems with the venue, the event was a positive opportunity to reach out to, and communicate with, Sierra Vista's business community. We also developed the booth for the League of Cities and Towns annual Showcase, which emphasized one of our tourism segments, dark skies and stargazing.

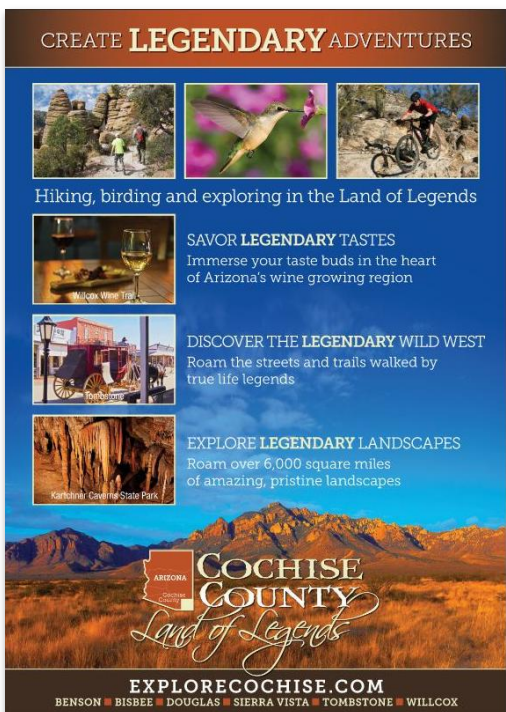
Other significant projects underway or completed include:

- 🏠 Hosted a crisis communications workshop with the assistance of the Tucson PRSA chapter, which featured nationally recognized speaker Dr. Joe Trahan.
- 🏠 Engaged in a teleconference about the Southeast Arizona rabies epizootic, then developed several social media posts, which are being followed up with additional communications to help curb the spread of this disease.
- 🏠 Multiple print and web ads, as well as social media posts and paid ads for several departments.



Tourism

Media Outreach. The Arizona Office of Tourism provided a forum for interfacing with journalists in Vancouver, B.C. and, for the first time, Sierra Vista participated. Nationally (and in many international destinations), people travel to seek out and engage in local experiences. To that end, the media mission emphasized ways in which people could experience Arizona through the five senses. Sierra Vista's swag bag contribution was mesquite flour pancake mix, giving a nod to the "uncommon ground" upon which these trees grow locally in abundance; this bulky item was very noticeable in the swag bag. We expect to see one or two journalists in Sierra Vista as a result of this event.




Under the art direction of Ms. Hector, the updated CCTC ads include a striking image of the Chiricahuas under bold, blue skies, and highlight multiple experiential opportunities in Cochise County.

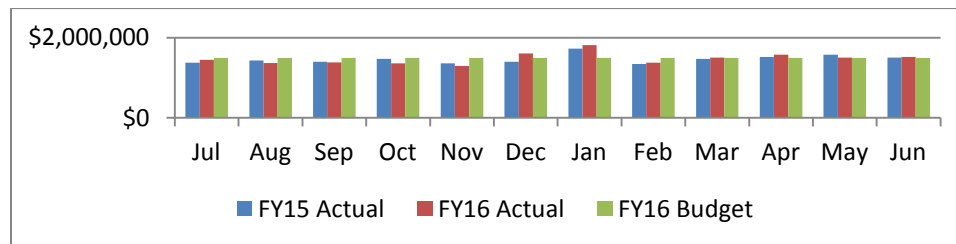
Regional Efforts. For the past several years, Cochise County Tourism Council has used "Land of Legends" as a tagline. The marketing and PR committee updated the strategy to both maintain the brand recognition of "Land of Legends," but propelled the program toward experiential by centering the new marketing campaign centered around the word "Legendary." Not only will the campaign continue to include Cochise County's legendary history, it will now promote "legendary hikes," "legendary taste," "legendary rides," and other experiences as appropriate for the media and market segment. This new direction better represents the entire county and mirrors Sierra Vista's (and the Arizona Office of Tourism's) marketing.

Visitor Center. Literature was provided in bulk quantities to the San Pedro Kiwanis Club, Southwest Wings Bird & Nature Festival, Fort Huachuca, the Visit Phoenix visitor center, our own visitor center, local distribution, and direct mail. In addition to managing inventory and fulfilling information requests, the visitor center assisted the following guests in **July**:

Local	245
Arizona (not local).....	65
Out of state.....	142
Foreign	15
Telephone calls	184


Administration


 **Sales Tax Collection.** Gross privilege tax collections for June 2016 were \$14,703, or 1% higher than last June. Total retail sales, including retail and food for home consumption, was up \$90,645 from last year. At the old rate, the classification would have had a \$4,570 decrease. Construction activity continues to lag, and June's construction tax revenues were \$78,000 below last year's. The chart below provides a monthly comparison of FY16 actual, FY16 budget, and FY15 actual. For the fiscal year, total privilege taxes ended up 1.1% ahead of last fiscal year, but 1.0% below budget.




The following table lists the privilege taxes by the new classifications. Some of the differences between categories can be attributed to businesses reporting under an incorrect classification in a period. For example, reporting food sales as retail instead of food for home consumption. The 'Other' classification combines all of the classifications that have less than 10 entities reporting.

Description	Jun-15	Jun-16	Difference	% change
Under old business classifications	9,462	2,639	(6,823)	-72%
Utilities	72,927	77,635	4,708	6%
Communicaitons	29,120	23,305	(5,815)	-20%
Publication	3,405	4,196	791	23%
Restaurant & Bar	196,863	195,834	(1,029)	-1%
Contracting - Prime	146,668	68,644	(78,024)	-53%
Retail Sales	685,221	754,341	69,120	10%
Use Tax Purchases	53,484	37,988	(15,495)	-29%
Use Tax from inventory	2,280	1,289	(990)	-43%
Residential Rental	25,800	31,979	6,179	24%
Retail Food for home consumption	152,482	174,007	21,525	14%
Commercial Rental	34,524	37,099	2,575	7%
Tangible Property Rental	16,683	20,004	3,321	20%
Extended Stay	66,314	74,802	8,488	13%
Other	8,280	14,451	6,172	75%

 **Police Department Wireless File Transfer system** - Staff worked with the Police Department to improve efficiencies and reduce the amount of time an officer took to download videos from their in-car cameras to the network server. The old method required an officer to come in to the station and sit at a PC to manually download the videos from a memory card. With the recently implemented system, they can pull up to a designated area inside the police station parking lot, and the system is then configured to automatically establish connectivity but only after verifying the proper security protocols. Once this is done, the videos are automatically downloaded to the network server and deleted from the vehicle camera. This process can be done in as quickly as 15-20 minutes and the officer is back out on the street protecting the citizens of Sierra Vista. The old system could take up to several hours.

 **Setup and Configuration of 5 Virtual Desktop PC's at the Library** – Staff completed the setup and implementation of 5 additional virtual computer terminals at the library. These 5 VDI terminals are setup exclusively for youth services, and security policies were established to only allow those with the proper credentials to reserve these systems. The increase in VDI terminals allows the Library to provide increased access to the Internet for library patrons. Currently, 30 VDI terminals are available for patrons to use.

 **Cyber Security Awareness Training** - IT continues to strengthen the City's cybersecurity portfolio. As we continue to increase awareness regarding Cyber Security, IT continues to provide employee training via videos. Studies have shown that users are the weakest link in any malicious attack. Utilizing specific training software, we present employees with scenarios, phishing schemes and other various social engineering methods that will enhance the employee's awareness of malicious intent. Currently, IT is conducting password security training for employees.